

Application No. 10/087,158  
Amendment dated July 27, 2005  
Reply to Final Office Action of June 2, 2005

### Amendments to the Specification

Please replace paragraph [0028] with the following amended paragraph:

[0028] Fig. 4 depicts a computer system tailored to an organization providing financial services. In this embodiment, a financial consultant uses a customization form 50, such as a menu viewable on a graphical user interface on a computer terminal, to select information components for a homepage. The selected information is placed into a predefined template 52, which may reside in a content management server 54 in a local or remote computer or computer system. The template uses any further customization settings 56 programmed in, and personal homepages 58 are generated for each salesperson according to the preferences expressed in the customization form. The personal homepages 58 are desirably reviewed by the individual salespersons or financial consultants, and likely by at least one manager, before they are posted onto an application server 60. The content management software may utilize ~~STORYSTERVER~~ STORYSERVER software from Vignette Corp., Austin, TX. Preferably, biographical data of the financial consultants from the human resources database 62 is harvested and inserted into the customized templates on the application server 60. Database 62 may be a computer memory storage device. In Fig. 4, three options are available for use in the custom homepages. As shown, Option B has been selected and used for generating the financial consultant's personal homepage.

Please replace paragraph [0033] with the following amended paragraph:

In a preferred implementation, the content management server, the development content application server, and the production content application server and Web server are three separate systems, all three using utilizing the ~~STORYSTERVER~~ STORYSERVER software available from Vignette Corp., Austin, TX.